

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56 MAY 31 2005 PATENT & TRADEMARK OFFICE	ATTY. DOCKET NO. DEMIP007	SERIAL NO. 09/888,340
	APPLICANT NEAL	
	FILING DATE 06/22/01	GROUP 3623

U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
QNB	AA	6,697,824	02/24/04	Bowman-Amuah	709	229	
QNB	AB	6,202,070	03/13/01	Nguyen et al.	707	104.1	
QNB	AC	5,694,551	12/02/97	Doyle et al.	705	26	

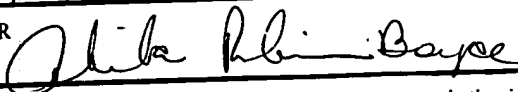
FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
							YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

QNB	BA	Scherage, Dan, "You Do the Math," Chain Store Age, v76, n7, July 2000.
QNB	BB	"Gymboree Enhances Price Management," Retail Systems Alert, Volume 13, Number 6, June 2000.
QNB	BC	Binkley, James K.; Connor, John M., "Grocery Market Pricing and the New Competitive Environment." Journal of Retailing, v74, n2, Summer 1998.

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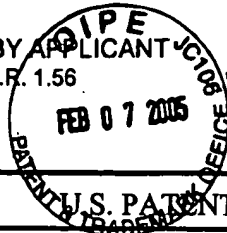
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U.S. DEPARTMENT OF COMMERCE
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U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
QNB	AA	6,567,824	05/20/03	Fox	707	104.1	
QNB	AB	6,321,207	11/20/01	Ye	705	8	

FOREIGN PATENT DOCUMENTS

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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

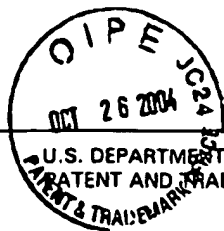
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O. L. Boyle

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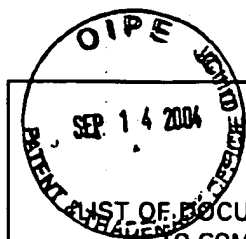
	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

	AA	"Merriam Webster's Collegiate Dictionary", 10 th edition, pg 585, Merriam-Webster Incorporated, 1999.
	AB	Hernandez, Mauricio A., and Salvatore J. Stolfo, "Real-world Data is Dirty: Data Cleansing and the Merge/Purge Problem", Data Mining and Knowledge Discovery, Vol. 2, Issue 1, January 1998.

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qlo	AA	6,684,193	01/27/2004	Chavez et al.	705	8	
qlo	AB	6,553,352	04/22/2003	Delurgio et al.	705	400	
qlo	AC	6,044,357	03/28/2000	Garg	705	10	

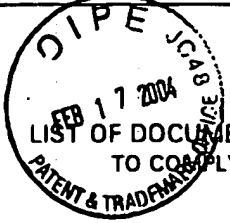
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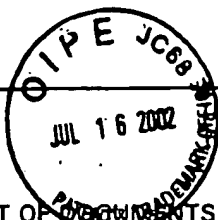
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EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
<i>QNB</i>	AA	6,456,986	09/24/2002	Boardman et al.	705	400	
<i>QNB</i>	AB	6,397,193	05/28/2002	Walker et al.	705	16	
<i>QNB</i>	AC	6,341,268	01/22/2002	Walker et al.	705	15	
<i>QNB</i>	AD	6,134,534	10/17/2000	Walker et al.	705	26	
<i>QNB</i>	AE	6,052,686	04/18/2000	Fernandez et al.	707	100	
<i>QNB</i>	AF	5,933,813	08/03/1999	Teicher et al.	705	26	
<i>QNB</i>	AG	5,790,643	08/04/1998	Gordon et al.	379	28	
<i>QNB</i>	AH	5,765,143	06/09/1998	Sheldon et al.	705	28	
FOREIGN PATENT DOCUMENTS							
		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION YES NO
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)							
<i>QNB</i>	CA		"PCT International Search Report", Application Number PCT/US03/30488, mailed January 28, 2004.				
<i>QNB</i>	CB		Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications", University of Pennsylvania, Working Paper 98-009, pp. 1-48, 1998.				
<i>QNB</i>	CC		Rossi, Delorgio, & Kantor; "Making Sense of Scanner Data," Harvard Business Review, Reprint F00205, 2000.				
<i>QNB</i>	CD		"Pacifcorp IRP: Renewables Costs Must Drop 65% to be Competitive with Gas," dated December 8, 1995.				
<i>QNB</i>	CE		Robert J. Dolan, "How Do You Know When the Price is Right?", Harvard Business Review, September-October 1995, P. 4-11				
EXAMINER <i>Albert R. Bayne</i>				DATE CONSIDERED <i>6/22/05</i>			
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	APPLICANT Neal et al.	
	FILING DATE 6/22/01	GROUP 2161

U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
AMB	AA	6,308,162	10/23/01	Ouimet et al.	705	7	

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FOREIGN PATENT DOCUMENTS

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							YES	NO
AMB	BA	WO 98/53415	11/26/98	Ouimet et al.				

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

AMB	CA	Montgomery: "The Impact of Micro-Marketing on Pricing Strategies", 1994 The University of Chicago Vol. 55/12-A of Dissertation of Abstracts International, pg. 3922 (Abstract Only)
AMB	CB	Busch: "Cost Modeling as a Technical Management Tool", Research-Technology Management, Nov/Dec 1994, vol. 37, no. 6, pgs 50-56
AMB	CC	"Pacifcorp IRP: Renewables Costs Must Drop 65% to be Competitive with Gas"

EXAMINER Alta R. Baye	DATE CONSIDERED 6/22/05
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Attorney Docket No. DEM1P007

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Not
proper

In the Patent Application of: Neal et al.

Serial No. : 09/888,340

Art Unit: 2161

Filed: June 22, 2001

Examiner: Unknown

For: PRICE OPTIMIZATION WITH RULE RELAXATION

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GROUP 3600.

Box: Non-Fee Amendment
Hon. Assistant Commissioner for Patents
Washington, D.C. 20231

July 12, 2002

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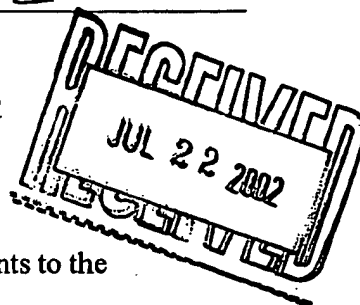
I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail to: Commissioner for Patents, Washington, D.C. 20231 on July 12, 2002.

Signed: _____

Kayle

Dear Sirs:

INFORMATION DISCLOSURE STATEMENT FILED
UNDER 37 C.F.R. §§ 1.56 AND 1.97(b)



Pursuant to 37 C.F.R. § 1.56, Applicants bring the following documents to the Examiner's attention in the referenced application.

1. "Report of Novelty Search" by Patentec, dated Feb 9, 2001.
2. U.S. Patent Number 6,094,641 to K. Ouimet et al. entitled "METHOD FOR INCORPORATING PSYCHOLOGICAL EFFECTS INTO DEMAND MODELS."
3. U.S. Patent Number 6,078,893 to K. Ouimet et al. entitled "METHOD FOR STABILIZED TUNING OF DEMAND MODELS."



4. U.S. Patent Number 5,987,425 to Hartman et al. entitled "VARIABLE MARGIN PRICING SYSTEM."
5. U.S. Patent Number 5,878,400 to Carter, III entitled "METHOD AND APPARATUS FOR PRICING PRODUCTS IN MULTI-LEVEL PRODUCT AND ORGANIZATIONAL GROUPS."
6. U.S. Patent Number 5,873,069 to Reuhl et al. entitled "SYSTEM AND METHOD FOR AUTOMATIC UPDATING AND DISPLAY OF RETAIL PRICES."
7. U.S. Patent Number 5,822,736 to Hartman et al. entitled "VARIABLE MARGIN PRICING SYSTEM."
8. U.S. Patent Number 5,377,095 to Maeda et al. entitled "MERCHANDISE ANALYSIS SYSTEM WITH SALES DATA TABLE AND VARIOUS FUNCTIONS FOR PREDICTING THE SALE BY ITEM."
9. U.S. Patent Number 5,117,354 to Long et al. entitled "AUTOMATED SYSTEM FOR PRICING AND ORDERING CUSTOM MANUFACTURED PARTS."
10. U.S. Patent Number 6,032,125 to Ando et al. entitled "DEMAND FORECASTING METHOD, DEMAND FORECASTING SYSTEM, AND RECORDING MEDIUM."
11. U.S. Patent Number 6,009,407 to Garg entitled "INTEGRATED MARKETING AND OPERATIONS DECISIONS-MAKING UNDER MULTI-BRAND COMPETITION."
12. U.S. Patent Number 5,712,985 to Lee et al. entitled "SYSTEM AND METHOD

FOR ESTIMATING BUSINESS DEMAND BASED ON BUSINESS
INFLUENCES.”

13. U.S. Patent Number 6,125,355 to Bekaert et al. entitled “PRICING MODULE FOR FINANCIAL ADVISORY SYSTEM.”
14. U.S. Patent Number 6,032,123 to Jameson entitled “METHOD AND APPARATUS FOR ALLOCATING, COSTING, AND PRICING ORGANIZATIONAL RESOURCES.”
15. U.S. Patent Number 6,029,139 to Cunningham et al. entitled “METHOD AND APPARATUS FOR OPTIMIZING PROMOTIONAL SALE OF PRODUCTS BASED UPON HISTORICAL DATA.”
16. U.S. Patent Number 5,918,209 to Campbell et al. entitled “METHOD AND SYSTEM FOR DETERMINING MARGINAL VALUES FOR USE IN A REVENUE MANAGEMENT SYSTEM.”
17. U.S. Patent Number 5,249,120 to Foley entitled “AUTOMATED MANUFACTURING COSTING SYSTEM AND METHOD.”
18. U.S. Patent Number 5,063,506 to Brockwell et al. entitled “COST OPTIMIZATION SYSTEM FOR SUPPLYING PARTS.”
19. “Report of Novelty Search” by Patentec, dated July 25, 2001.
20. U.S. Patent Number 6,205,431 to T. Willemain et al. entitled “SYSTEM AND METHOD FOR FORECASTING INTERMITTENT DEMAND.”

21. U.S. Patent Number 5,459,656 to R. Fields et al. entitled "BUSINESS METHOD PROJECTION SYSTEM AND METHOD."
22. U.S. Patent Number 5,299,115 to R. Fields et al. entitled "PRODUCT DEMAND SYSTEM AND METHOD."
23. U.S. Patent Number 5,799,286 to J. Morgan et al. entitled "AUTOMATED ACTIVITY-BASED MANAGEMENT SYSTEM."
24. U.S. Patent Number 5,732,401 to D. Conway entitled "ACTIVITY BASED COST TRACKING SYSTEMS."
25. Stephen J. Hoch et al., "Store Brands and Category Management", The Wharton School, University of Pennsylvania, March 1998, pp. 1-38
26. Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications" University of Pennsylvania, Working Paper 98-009, pp. 1-48
27. Alan Mercer, "Non-linear Price Effects", Journal of the Market Research Society, dated 7/1/96, p.227
28. Rockney G. Walters, "Assessing the Impact of Retail Price Promotions on Product Substitution, Complementary Purchase, and Interstore Sales Displacement", Journal of Marketing, Vol. 55, April 1991, pp. 17-28
29. Robert C. Blattberg et al., "How Promotions Work", Marketing Science, Vol. 14, No. 3, Part 2 of 2, 1995, pp. G122-G132

30. Peter M. Guadagni et al., "A Logit Model of Brand Choice Calibrated on Scanner Data", *Marketing Science*, Vol. 2, No. 3, Summer 1983, pp. 203-238
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33. Richard R. Batsell, et al., "A New Class of Market Share Models", *Marketing Science*, Vol. 4, No. 3, Summer 1985, pp. 177-198
34. Jagmohan S. Raju, "The Effect of Price Promotions on Variability in Product Category Sales", *Marketing Science*, Vol. 11, No. 3, Summer 1992, pp. 207-220
35. Robert J. Dolan, "How Do You Know When the Price is Right?", *Harvard Business Review*, September-October 1995, pp. 5-11
36. Fusun Gonul, "Modeling Multiple Sources of Heterogeneity in Multinomial Logit Models: Methodological and Managerial Issues", *Marketing Science*, Vol. 12, No. 3, Summer 1993, pp. 213-229
37. Robert M. Schindler et al., "Increased Consumer Sales Response through Use of 99-Ending Prices", *Journal of Retailing*, 6/1/96, p. 187
38. Francis J. Mulhern et al., "The Relationship between Retail Price Promotions and Regular Price Purchases", *Journal of Marketing*, Vol. 59, October 1995, pp. 83-90
39. John Deighton et al., "The Effects of Advertising on Brand Switching and Repeat

Purchasing", Journal of Marketing Research, Vol. XXXI, February 1994, pp. 28-43

40. Sunil Gupta, "Reflections on 'Impact of Sales Promotions on When, What, and How Much to Buy'", Journal of Marketing Research, Vol. XXX, November 1993, pp. 522-24
41. Richard A. Briesch, "Does it Matter How price Promotions Are Operationalized?", Marketing Letters 8:2 (1997), pp. 167-181
42. Byung-Do Kim et al., "Modeling the Distribution of Price Sensitivity and Implications for Optimal Retail Pricing", Journal of Business & Economic Statistics, July 1995, Vol. 13, No. 3
43. William R. Dillon et al., "A Segment-level Model of Category Volume and Brand Choice", Marketing Science, Vol. 15, No. 1, 1996, pp. 38-59
44. Stephen J. Hoch et al., "Determinants of Store-Level Price Elasticity", Journal of Marketing Research, Vol. XXXII (February 1995), pp 17-29
45. Magid M. Abraham et al., "An Implemented System for Improving Promotion Productivity Using Store Scanner Data", Marketing Science, Vol. 12, No 3, Summer 1993
46. Peter S. Fader et al., "Modeling Consumer Choice among SKUs", Journal of marketing Research, Vol. XXXII (November 1996), pp. 442-452
47. Rossi Delorgio, & Kantor; "Making Sense of Scanner Data;" Harvard Business Review, Reprint F00205

48. Bucklin & Gupta, "Brand Choice, Purchase Incidence, and Segmentation: An Integrated Modeling Approach," *Journal of Marketing Research*, May 1992, PP. 201-215, Vol. XXIX
49. Smith Mathur, & Kohn; "Bayesian Semiparametric Regression: An Exposition and Application to Print Advertising;: January 3, 1997; Australian Graduate School of Management, University of New South Wales, Sydney 2025, Australia
50. Blattberg and Deighton, "Manage Marketing by the Customer Equity," *Harvard Business Review*, July-August 1996, pp. 136-144
51. Christen, Gupta, Porter, Staelin & Wittink; "Using Market-Level Data to Understand the Effectiveness of Promotional Activities;" December 22, 1995
52. Link, "Are Aggregate Scanner Data Models Biased?," *Journal of Advertising Research*, September/October 1995, pp. RC8-RC12, ARF
53. Russell & Kamakura, "Understanding Brand Completion Using Micro and Macro Scanner Data," *Journal of Marketing Research*, Vol. XXXI (May 1994), pp. 289-303
54. Jones, "The Double Jeopardy of Sales Promotions," *Harvard Business Review*, September-October 1999, pp. 145-152
55. Buzzell, Quelch, & Salmon; "The Costly Bargain of Trade Promotion;" *Harvard Business Review*, Reprint 90201, March-April 1990, pp. 1-9
56. Curry, Divakar, Mathur & Whiteman; "Bvar as a Category Management Tool: An Illustration and Comparison with Alternative Techniques;" *Journal of*

Forecasting, Vol. 14, Iss. No. 3 (1995), pp. 181-199

Citation of the above documents shall not be construed as an admission that the documents are necessarily prior art with respect to the referenced application. Furthermore, citation of the above documents shall not be construed as a representation that a search has been made or an admission that the information cited herein is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

This information Disclosure Statement is: (i) filed within three (3) months of the filing date of the above-referenced application, (ii) believed to be filed before the mailing date of a first Office Action on the merits or, (iii) believed to be filed before the mailing of a first Office Action after the filing of a Request for Continued Examination under §1.114. Accordingly, it is believed that no fees are due in connection with the filing of this Information Disclosure Statement.

If the Examiner has any questions or comments with respect to the present application, the Examiner is respectfully invited to telephone the undersigned at (925) 570 8198.

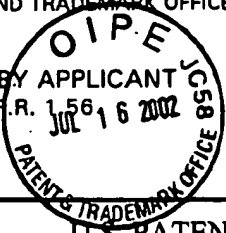
Respectfully submitted,



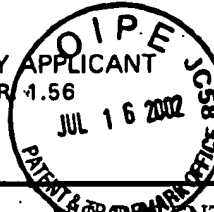
Kang S. Lim
Attorney for Applicant(s)
Reg. No. 37,491

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U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE <div style="text-align: center;">  </div>				ATTY. DOCKET NO. DEM1P007		SERIAL NO. 09/888,340		
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QNB	AD	5,878,400	03/02/99	Carter, III	705	20		
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QNB	AF	5,822,736	10/13/98	Hartman et al.	705	1		
QNB	AG	5,377,095	12/27/94	Maeda et al.	364	401		
QNB	AH	5,117,354	05/26/92	Long et al.	364	401		
QNB	AI	6,032,125	02/29/00	Ando	705	10		
QNB	AJ	6,009,407	12/28/99	Garg	705	10		
QNB	AK	5,712,985	01/27/98	Lee et al.	395	207		
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QNB	AP	5,249,120	09/28/93	Foley	364	401		
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EXAMINER <div style="font-family: cursive; font-size: 1.2em;"> [Signature] - Byrne </div>				DATE CONSIDERED <div style="font-family: cursive; font-size: 1.2em;"> 6/22/05 </div>				
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QNB	AR	6,205,431	03/30/01	Willemain et al.	705	10	
QNB	AS	5,459,656	10/17/95	Fields et al.	364	401	
QNB	AT	5,299,115	03/29/94	Fields et al.	364	401	
QNB	AU	5,799,286	08/25/98	Morgan et al.	705	30	
QNB	AV	5,732,401	03/24/98	Conway	705	29	
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	BD	Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications", University of Pennsylvania, Working Paper 98-009, pp. 1-48					
	BE	Alan Mercer, "Non-linear Price Effects", Journal of the Market Research Society, dated 7/1/96, p.227					
	BF	Rockney G. Walters, "Assessing the Impact of Retail Price Promotions on Product Substitution, Complementary Purchase, and Interstore Sales Displacement", Journal of Marketing, Vol. 55, April 1991, pp. 17-28					
	BG	Robert C. Blattberg et al., "How Promotions Work", Marketing Science, Vol. 14, No. 3, Part 2 of 2, 1995, pp. G122-G132					
	BH	Peter M. Guadagni et al., "A Logit Model of Brand Choice Calibrated on Scanner Data", Marketing Science, Vol. 2, No. 3, Summer 1983, pp. 203-238					
	BI	Lee G. Cooper et al., "Standardizing Variables in Multiplicative Choice Models", Journal of Consumer Research, Vol. 10, June 1983, pp. 96-108					
	BJ	Eileen Bridges et al., "A High-Tech Product Market Share Model With Customer Expectations" Marketing Science, Vol. 14, No. 1, Winter 1995, pp. 61-81					
EXAMINER <i>John R. Byers</i>				DATE CONSIDERED 6/22/05			
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LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56		APPLICANT Neal et al.		RECEIVED JUL 19 2002 GROUP 3600	
		FILING DATE 6/22/01			
U.S. PATENT DOCUMENTS					
EXAMINER INITIAL*	DOCUMENT NUMBER	DATE	NAME	CLASS	FILING DATE IF APPROPRIATE
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)					
QNB	BK		Richard R. Batsell, et al., "A New Class of Market Share Models", Marketing Science, Vol. 4, No. 3, Summer 1985, pp. 177-198		
	BL		Jagmohan S. Raju, "The Effect of Price Promotions on Variability in Product Category Sales", Marketing Science, Vol. 11, No. 3, Summer 1992, pp. 207-220		
	BM		Robert J. Dolan, "How Do You Know When the Price is Right?", Harvard Business Review, September-October 1995, pp. 5-11		
	BN		Fusun Gonul, "Modeling Multiple Sources of Heterogeneity in Multinomial Logit Models: Methodological and Managerial Issues", Marketing Science, Vol. 12, No. 3, Summer 1993, pp. 213-229		
	BO		Robert M. Schindler et al., "Increased Consumer Sales Response through Use of 99-Ending Prices", Journal of Retailing, 6/1/96, p. 187		
	BP		Francis J. Mulhern et al., "The Relationship between Retail Price Promotions and Regular Price Purchases", Journal of Marketing, Vol. 59, October 1995, pp. 83-90		
	BQ		John Deighton et al., "The Effects of Advertising on Brand Switching and Repeat Purchasing", Journal of Marketing Research, Vol. XXXI, February 1994, pp. 28-43		
	BR		Sunil Gupta, "Reflections on 'Impact of Sales Promotions on When, What, and How Much to Buy'", Journal of Marketing Research, Vol. XXX, November 1993, pp. 522-24		
	BS		Richard A. Briesch, "Does it Matter How price Promotions Are Operationalized?", Marketing Letters 8:2 (1997), pp. 167-181		
	BT		Byung-Do Kim et al., "Modeling the Distribution of Price Sensitivity and Implications for Optimal Retail Pricing", Journal of Business & Economic Statistics, July 1995, Vol. 13, No. 3		
	BU		William R. Dillon et al., "A Segment-level Model of Category Volume and Brand Choice", Marketing Science, Vol. 15, No. 1, 1996, pp. 38-59		
✓	BV		Stephen J. Hoch et al., "Determinants of Store-Level Price Elasticity", Journal of Marketing Research, Vol. XXXII (February 1995), pp 17-29		
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AWB	BW	Magid M. Abraham Et al., "An Implemented System for Improving Promotion Productivity Using Store Scanner Data", Marketing Science, Vol. 12, No. 3, Summer 1993				
	BX	Peter S. Fader et al., "Modeling Consumer Choice among SKUs", Journal of marketing Research, Vol. XXXII (November 1996), pp. 442-452				
	BY	Rossi Delorgio, & Kantor; "Making Sense of Scanner Data," Harvard Business Review, Reprint F00205				
	BZ	Bucklin & Gupta, "Brand Choice, Purchase Incidence, and Segmentation: An Integrated Modeling Approach," Journal of Marketing Research, May 1992, PP. 201-215, Vol. XXIX				
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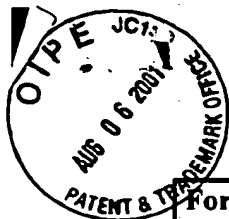
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Chito R. Beyer

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Form 1449 (Modified) Information Disclosure Statement By Applicant (Use Several Sheets if Necessary)	Atty Docket No. DEM1P007 Applicant: NEAL et al. Filing Date 06/22/01	Application No.: 09/888,340 Group UNKNOWN
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U.S. Patent Documents

Examiner Initial	No.	Patent No.	Date	Patentee	Class	Sub-class	Filing Date
	A						
	B						
	C						
	D						
	E						
	F						
	G						
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Foreign Patent or Published Foreign Patent Application

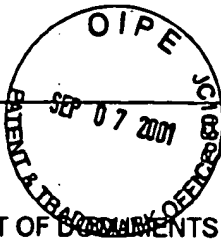
Examiner Initial	No.	Document No.	Publication Date	Country or Patent Office	Class	Sub-class	Translation	
							Yes	No
	J							
	K							
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Other Documents

Examiner Initial	No.	Author, Title, Date, Place (e.g. Journal) of Publication
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	P	Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications", The Wharton School, University of Pennsylvania, Working Paper 98-009, pp. 1-48
	Q	Alan Mercer, "Non-linear Price Effects", Journal of the Market Research Society, dated 7/1/96, p. 227
	R	Rockney G. Walters, "Assessing the Impact of Retail Price Promotions on Product Substitution, Complementary Purchase, and Interstore Sales Displacement", Journal of Marketing, Vol. 55, April 1991, pp. 17-28
	S	Robert C. Blattberg et al., "How Promotions Work", Marketing Science, Vol. 14, No. 3, Part 2 of 2, 1995, pp. G122-G132
	T	Peter M. Guadagni et al., "A Logit Model of Brand Choice Calibrated on Scanner Data", Marketing Science, Vol. 2, No. 3, Summer 1983, pp. 203-238
	U	Lee G. Cooper et al., "Standardizing Variables in Multiplicative Choice Models", Journal of Consumer Research, Vol. 10, June 1983, pp. 96-108

QAB	V	Eileen Bridges et al., "A High-Tech Product Market Share Model with Customer Expectations" Marketing Science, Vol. 14, No. 1, Winter 1995, pp. 61-81
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	X	Jagmohan S. Raju, "The Effect of Price Promotions on Variability in Product Category Sales", Marketing Science, Vol. 11, No. 3, Summer 1992, pp. 207-220
	Y	Robert J. Dolan, "How Do You Know When the Price Is Right?", Harvard Business Review, September-October 1995, pp. 5-11
	Z	Fusun Gonul, "Modeling Multiple Sources of Heterogeneity in Multinomial Logit Models: Methodological and Managerial Issues", Marketing Science, Vol. 12, No. 3, Summer 1993, pp. 213-229
	AA	Robert M. Schindler et al., "Increased Consumer Sales Response through Use of 99-Ending Prices", Journal of Retailing, 6/1/96, p. 187
	BB	Francis J. Mulhern et al., "The Relationship between Retail Price Promotions and Regular Price Purchases", Journal of Marketing, Vol. 59, October 1995, pp. 83-90
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	FF	Byung-Do Kim et al., "Modeling the Distribution of Price Sensitivity and Implications for Optimal Retail Pricing", Journal of Business & Economic Statistics, July 1995, Vol. 13, No. 3
	GG	William R. Dillon et al., "A Segment-level Model of Category Volume and Brand Choice", Marketing Science, Vol. 15, No. 1, 1996, pp. 38-59
	HH	Stephen J. Hoch et al., "Determinants of Store-Level Price Elasticity", Journal of Marketing Research, Vol. XXXII (February 1995), pp. 17-29
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	JJ	Peter S. Fader et al., "Modeling Consumer Choice among SKUs", Journal of Marketing Research, Vol. XXXIII (November 1996), pp. 442-452
Examiner		Date Considered
John R. Byrne		6/22/05

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	APPLICANT Neal et al.	
	FILING DATE 06/22/01	GROUP Unassigned

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QNB	AB	5,459,656	10/17/95	Fields et al.	364	401	
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		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
							YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

	AI		"Report of Novelty Search" by Patentec, dated July 25, 2001

EXAMINER Albert R. Beyer	DATE CONSIDERED 6/22/05
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